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10/675,235	09/30/2003	Jeffrey Raymond Reihl	73715-391389	9832
35657 7590 07/18/2008 FAEGRE & BENSON LLP PATENT DOCKETING 2200 WELLS FARGO CENTER 90 SOUTH SEVENTH STREET MINNEAPOLIS, MN 55402-3901				
EXAMINER				
LY, CHEYNE D				
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/675,235

Applicant(s)

REIHL ET AL.

Examiner

CHEYNE D. LY

Art Unit

2168

Period for Reply -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 March 2008.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-35 is/are pending in the application.
- 4a) Of the above claim(s) 21-25 and 31-33 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-20, 26-30, 34 and 35 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SF/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

1. Applicants' arguments filed March 14, 2008 have been fully considered but they are not deemed to be persuasive. Rejections and/or objections not reiterated from previous office actions are hereby withdrawn. The following rejections and/or objections are either reiterated or newly applied. They constitute the complete set presently being applied to the instant application.
2. The withdrawal of claims 21-25 and 31-33 has been entered. It is advised that 37 CFR 1.121 requires that withdrawn claims to be accompany by claim text.
3. Claims 1-20, 26-30, 34, and 35 are examined on the merits.

REMARKS

4. The rejections of record have been withdrawn as necessitated by claim amendments; therefore, Applicant's argument directed withdrawn rejections are moot.

CLAIM REJECTIONS - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to

point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

7. Claims 1-20, 26-30, 34, and 35 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bolnick et al. (US 2002/0023230 A1) (Bolnick hereafter) taken with Singhani et al. (US 2002/0104018 A1) (Singhani hereafter).

8. In regard to claim 1, Singhani discloses an Internet delivery method delivering electronic information products to a plurality of users via the Internet, the method comprising:

9. storing information indicating whether one or more of said plurality of users is a specific type of user, wherein the specific type of user is authorized to access one or more content databases (page 5, [0095] to [0104], e.g. PCR data store...applications employees are authorized to access...user roles (type));

10. determining, upon a valid authentication of a user from said plurality of users, whether the authenticated user is said specific type of user (page 3, [0060], e.g. the guest user userid/password, page 4, [0070], e.g. login);

11. delivering, upon determination that the authenticated user is said specific type of user, a customized version of an electronic information product formatted in said custom display format, said electronic information product including information retrieved from the one or more content databases the specific type of user is authorized to access (page 3, [0063], e.g. automatically build a customized home page...guest is approved, and this is reflected in the personalized Supplier Portal home page); and

12. delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product or another electronic information product formatted in said default display format (page 3, [0061], e.g. if not a registered user...userid/password enables them to register for any of the Global Procurement...to access any internet/extranet application available through the Supplier Portal, and [0062], e.g. guest).

13. However, Singhani does not describe storing a plurality of display formats in a database, said display formats including at least a default display format and a custom display format. Bolnick storing a plurality of display formats in a database (page 4, [0063]-[0066], e.g. database management system, and pages 6-7, [0114], e.g. family database entries...can be show in a Families' Display list...for each family icon), said display formats including at least a default display format (page 7, [0140], e.g. "Welcome is the site's general home page" which represents a default display format for every user) and a custom display format (page 7, [0143]-[0144], e.g. "Your Home" site focuses on the individual's day-to-day routine...calendars, to-do lists...). Bolnick describes an improvement to conventional portals (page 1, [0009]) by providing personalized information to users (page 2, [0024]). Singhani provides a way for users to access all e-business applications through a specialized portal which streamlines registration processes by eliminating redundancies and speeding application use through a single user login and consistent user interface (page 1, [0003]). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to improve the method of Bolnick to provide a way for users to access all e-business applications through a specialized portal which streamlines registration processes by

eliminating redundancies and speeding application use through a single user login and consistent user interface as described by Singhani.

14. In regard to claim 2, Bolnick in view of Singhani describes the information indicating whether the user is the specific type of user comprises subscription account information (page 1, [0010], e.g. subscribe to an online portal account).
15. In regard to claim 3, Bolnick in view of Singhani discloses there are a plurality of user types (page 8, [0145], e.g. one member of one family, or all members of one family) and plurality of custom display formats (pages 6-7, [0114], e.g. family database entries...can be show in a Families' Display list...for each family icon). Further, Singahin describes custom display format from said plurality of custom display formats corresponding to at least one user type from said plurality of user types (page 5, [0095] to [0104], e.g. PCR data store...applications employees are authorized to access...user roles (type)).
16. In regard to claim 4, Bolnick in view of Singhani discloses wherein said plurality of custom display formats comprises custom display formats in different languages (page 7, [0138], e.g. English, French, etc.).
17. In regard to claim 5, Bolnick in view of Singhani discloses either one or both of the custom display format and the default display format includes flexible or changeable information (page 7, [0143]-[0144], e.g. "Your Home" site focuses on the individual's day-to-day routine...calendars, to-do lists...", page 3, [0030] wherein the different formats represent format includes flexible or changeable information).
18. In regard to claims 6 and 7, Bolnick in view of Singhani discloses the customized version of the electronic information product is transmitted to a wireless device; and transmitting

the customized version of the electronic information product formatted in a customized display format appropriate for the wireless device (page 2, [0026], e.g. wireless access, page 5, [0068], e.g. conveying user-personalized content using a wireless access device, and page 6, [0105], e.g. wireless Web).

19. In regard to claim 8, Bolnick in view of Singhani discloses the electronic information products comprises healthcare information (page 5, [0073], e.g. prescription information).
20. In regard to 9, Bolnick discloses the user's use of the method is tracked (Figure 17, e.g. Last Updated: Today 10:34am).
21. In regard to claims 10-19, and 34, Bolnick in view of Singhani describes the system for implementing the above cited method (page 4, [0062], e.g. a real-time social network service provider). Further, Bolnick describes the electronic information product is transmitted by cradle synchronization (page 3, line 2, e.g. a synchronize device, a personal digital assistant).
22. In regard to 20, Bolnick in view of Singhani discloses a method of delivering electronic information products to a plurality of users via the Internet as cited above. Further, Bolnick describes delivering...a customized electronic healthcare information product (page 5, [0073], e.g. prescription information) including information retrieved from the one or more content databases associated with the subscription account information (page 4, [0063]-[0066], e.g. database management system) to a wireless device of the user, said customized electronic healthcare information product formatted in accordance with the custom display format associated with the determined user category and the wireless device (page 2, [0026], e.g. wireless access, page 5, [0068], e.g. conveying user-

personalized content using a wireless access device, and page 6, [0105], e.g. wireless Web).

23. In regard to claim 26, Bolnick in view of Singhani discloses the custom display format includes a customized interface providing access to one or more databases, products, or functions (page 4, [0063]-[0066], e.g. database management system) associated with a set of subscription accounts of the identified specific type of user (page 1, [0010], e.g. subscribe to an online portal account).
24. In regard to claim 27, Bolnick in view of Singhani discloses the customized version of the electronic information product includes information gathered from a group consisting of a Physicians Desk Reference content database, proprietary pharmaceutical databases, and healthcare related databases (page 5, [0073], e.g. prescription information).
25. In regard to claim 28, Bolnick in view of Singhani discloses the subscription account information includes authorization to access one or more functions associated with the specific type of user (page 1, [0010], e.g. subscribe to an online portal account), wherein the one or more functions are selected from a group consisting of pharmaceutical inventory management, formulary management (page 5, [0073], e.g. prescription information), continuing medical education, healthcare related web community servers, and pharmaceutical order and delivery.
26. In regard to claim 29, Bolnick in view of Singhani discloses the one or more content databases have stored therein one or more sets of healthcare-related information (page 5, [0073], e.g. prescription information) and a plurality of display formats, the plurality of display

formats including custom display formats associated with particular users of the Internet delivery system or categories of users of the healthcare information delivery system (page 4, [0063]-[0066], e.g. database management system, and pages 6-7, [0114], e.g. family database entries...can be show in a Families' Display list...for each family icon), and wherein the one or more modules include the following modules:

an authorization module configured to provide access to registered users of the Internet delivery system in a customized fashion, including receiving search criteria from the registered users (page 2, [0019], e.g. portal generates a query for information by group profile category to content providers in order to request information of interest to the general profile categories assigned to the users of the portal) and displaying requested healthcare-related information to the registered users in accordance with the custom display formats that are associated with the registered users (page 7, [0141], e.g. Once logged on, the user is in a secure connection...view a personal calendar summary, messages summary, and list of important links);

a requesting module configured to receive a set of search criteria from the registered users through the custom display format and search the one or more databases for healthcare-related information corresponding to the set of search criteria (page 2, [0019], e.g. portal generates a query for information by group profile category to content providers in order to request information of interest to the general profile categories assigned to the users of the portal); and

a delivery module configured to deliver the healthcare-related information returned from the requesting module to the registered users in accordance with those of the customized

display formats that are associated with the registered users ((page 5, [0073], e.g. prescription information, and page 7, [0141], e.g. Once logged on, the user is in a secure connection...view a personal calendar summary, messages summary, and list of important links).

27. In regard to claim 30, Bolnick in view of Singhani discloses the requesting module further comprises an interface to a formulary management system (page 5, [0073], e.g. prescription information).
28. In regard to claim 35, Bolnick in view of Singhani describes the invention as cited above, except for the limitation of “presentation logic on how to create the customized version of the electronic information product.” Bolnick describes an interface comprising a “Help” (Figure 6) which would reasonably provides the “presentation logic on how to create the customized version of the electronic information product.” On of ordinary skill in the art at the time of the invention would have been motivated by Bolnick to have a more easily accessible centralized access to useful personal information related to a consumer user or customer (page 2, column 1, lines 4-6). Therefore, it would have been obvious to one of ordinary skill in the art to use the system of Bolnick with “presentation logic on how to create the customized version of the electronic information product” via the “Help” feature.

CONCLUSION

29. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

30. A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.
31. Patent applicants with problems or questions regarding electronic images that can be viewed in the Patent Application Information Retrieval system (PAIR) can now contact the USPTO's Patent Electronic Business Center (Patent EBC) for assistance. Representatives are available to answer your questions daily from 6 am to midnight (EST). The toll free number is (866) 217-9197. When calling please have your application serial or patent number, the type of document you are having an image problem with, the number of pages and the specific nature of the problem. The Patent Electronic Business Center will notify applicants of the resolution of the problem within 5-7 business days. Applicants can also check PAIR to confirm that the problem has been corrected. The USPTO's Patent Electronic Business Center is a complete service center supporting all patent business on the Internet. The USPTO's PAIR system provides Internet-based access to patent application status and history information. It also enables

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applicants to view the scanned images of their own application file folder(s) as well as general patent information available to the public.

32. For all other customer support, please call the USPTO Call Center (UCC) at 800-786-9199. The USPTO's official fax number is 571-272-8300.

33. Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Dunc Ly, whose telephone number is (571) 272-0716. The examiner can normally be reached on Monday-Friday from 8 A.M. to 4 P.M.

34. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo, can be reached on (571) 272-3642.

/Cheyne D Ly/
Primary Examiner, Art Unit 2168